

The BASSANO RECORDER

An Independent Weekly Newspaper Published Every Thursday at the Recorder Building, Opposite the Post Office, Bassano, Alta.



Member of the Canadian Weekly Newspapers Association, and the Alberta Branch of the C.W.N.A.
Advertising Data and Rate Card Published on Application
A. Kent Smalley, Editor and Publisher.

The Function of an Editor

THE TITLE "EDITOR" is sometimes misunderstood by newspaper readers, not because they want to misunderstand but because they have never been told just what the functions are of the person who holds this title. An editor, to explain it briefly, is one who supervises, reviews or prepares literary matter for publication. The title does not necessarily mean that the policy of the newspaper is set or controlled by the editor. On large newspapers there are many editors, and policy is usually decided upon by the managing editor. The duties of the other editors, city, sport, suburban, women's page and others, is simply to carry out the duties prescribed in their particular spheres.

For our purpose, however, we must deal with the editor in a little different light, because in fully 90 per cent of Canada's weekly newspaper, the editor is also the publisher. In other words he fills the dual role of preparing literary matter for publication, and of deciding upon policy as well. We want to deal with the functions of an editor from this standpoint.

Essentially the editor is a human being, writing and dealing with men, women and children. He may be young or old, lazy or energetic, bold or timid, superficial or deep, querulous or generous. He is certain to be a human. He reacts to praise and criticism, to good and evil in much the same way as those who share community life with him. Editors and this is true of 90 per cent of all weekly editors, recognize the inherent decency of the countryside. He is still sufficiently old-fashioned to believe that the Ten Commandments and the Golden Rule have never been repealed, improved upon or modified by modern advances.

The editor is a student of community affairs. He has at his disposal records of public organizations in the community, and it is from study of these records that he names his editorial comment. He is not easily swayed by the hysteria which sways, and excites and misleads city people. Like the people he serves he uses good common sense in his reasoning. The editor of a Canada's weekly newspaper, serving the rural areas, is a greater power than most people suspect, for it is a political fact that more members of the House of Commons and more members of Provincial Legislature are elected from the rural areas than from the cities.

It is the editor who decides what is fit and what is not fit to print. It is he who differentiates between news and propaganda. It is he who can, if he will, give the leadership that every energetic community must have. He is not hard to get along with, but he has a code of ethics which often cause him to refuse business rather than accept it against well grounded principles. He is not a super-human. He is a hard working individual doing an important job in the community to the best of his ability, and if at times he fails in his task, it must be remembered that he is like every other human being in the community, born to the frailties with which all mankind is endowed.

The Source Is Important

CONFRONTED by modern warfare, Canadians are being forced to think in terms of millions and billions of dollars. We must fight with planes and tanks and guns, the cost of which makes even the last war seem comparatively inexpensive.

Many of us rumple our hair and wonder which all these huge sums are coming from.

In times such as these, we are apt to overlook some homely truths. We forget that the Great Lakes are fed by thousands of tiny rivulets that trickle into larger rivers. We fail to recall that in most cases the man who is successful financially learned early the necessity to work hard in the first place then watch his expenditure of nickels and dimes. We are prone to overlook the fact that fine homes and good automobiles had their beginning in extra effort and the careful management of nickels and dimes. With her population limited, Canada is utterly dependent upon each and every wage earner in the country in the task of financing the war. Without the money which trickles from the pocket books of the humblest citizens, there can be no great flood of money into the public treasury.

The general rule which guides the individual to financial security calls for two definite undertakings by the individual. He must be willing to pay the physical price, in the form of hard work and he must take steps to leave a margin between his total income and his total expenditure.

And since the country is so dependent upon the individual during wartime, that two-edged rule becomes much more important.

Let's do some simple arithmetic. Assume that there are approximately three and one-half million wage-earners in Canada. If each one of these paid off a nickel a week, the total of that one dollar a week, the total savings for all Canada would amount to upwards of two hundred million dollars a year. That's one side of it. If at the same time, the Government, the employers, the labour unions and the general public made it possible for each of those three and one-half million wage-earners to work an extra four hours a week at an average rate of 50¢ per hour, and they made the proceeds available for paying their share of taxes, the citizens of Canada would have another six hundred million dollars for this purpose.

In other words, the combination of the saving of a few dimes each week and the extra hours work during that week would supply more than three-quarters of a billion dollars for war purposes over and above what the country has now.

If it were possible to bring about such a new situation in Canada, we would be able to take even such a drastic budget as Mr. Daley brought down a few days with comparative ease.

Your SCRAP IRON will Help WIN THE WAR

Line Elevator Companies are taking part in organizing every community of Western Canada for the collection of scrap iron for the Government. Local committees are being organized. Farmers wishing to contribute scrap iron should contact their local line elevator agent.

FEDERAL CRAN LIMITED

LOW RAIL FARES for VICTORIA DAY

SATURDAY, MAY 24th, 1941
Between All Stations in Canada

ONE-WAY FARE and ONE-QUARTER FOR ROUND TRIP Minimum Fare 25c

GOING: May 23 to 2 p.m. May 25

RETURN: Lt. destination until MONDAY, MAY 26
SLEEPING & PARLOR CAR PRIVILEGES at usual rates
Full information from Agent.



Speech by Mr. Gershaw Made at Ottawa

Mr. F. W. GERSHAW (Medicine Hat): First of all, I wish to congratulate the Minister of Finance (Hick) upon the budget, which has been well accepted in the country and certainly by the members of this house. In order to avoid repeating what has already been said, and in view of the lateness which you, Mr. Speaker, have so graciously allowed in this debate I shall confine my remarks almost entirely to rehabilitation problems. At the moment we all realize that the war is the overshadowing

EDWARD J. McDORMICK

B.A., LL.B.

Barrister, Solicitor, Notary

of 815 Lancaster Bldg., Calgary

IN BASSANO EVERY SATURDAY

Between Hours of 9 a.m. and 7 p.m.

IN THE IMPERIAL HOTEL

A. T. Connolly

REPUTEDLY REPUTEDLY

Broken Lenses Replaced from Prescription or Pictures

Absolute Satisfaction Guaranteed.

QUICK SERVICE

ORDER

CUT FLOWERS and PLANTS

SPRAYS and WREATHS

FROM

H. D. Bacon

Phone 129 - Box 168

ORPHEUM THEATRE

Bassano, Alberta

FRIDAY & SATURDAY

MAY 16th & 17th

James CAGNEY & Olivia De HAVILLAND in

"STRAWBERRY BLOOMER"

Also Hale & Jack Cavanaugh

It's that good old two-titled

Cagney... In those good old

two-step days

with BILLY HAYWORTH

FRIDAY & SATURDAY

MAY 23rd & 24th

Madeline CARROLL

Brian ADERNE & Louis HAYWARD in

"MY SON, MY SON"

The year's mightiest novel

brought to flaming life upon

the screen by a perfect cast

NOTICE

ADMISSION PRICES

Due to the increased tax

by the Federal Government there

will be a few cents in

increase in the price of ad-

mission beginning Friday &

Saturday, May 16th & 17th,

as follows:-

5 years to 12 years..... 25c

12 years to 15 years..... 30c

15 years and over..... 40c

issue. It is being waged in offices, factories and workshops, and in the remote parts of the country men are saving their money to buy war savings certificates; women are working long hours to provide comforts for the soldiers, and even children are bringing pennies to school as their contribution. No sacrifice is too great to help the valiant forces of democracy in this great struggle. It is true that the months ahead may be dark, but beyond that darkness there is the light of victory. Let us hope that with victory there will come better social conditions, more equality of opportunity and happier homes undarkened by fear of unemployment and poverty.

Surely it is only the part of wisdom to prepare at this time for living conditions for the tens of thousands who will be released from war work and for the strangers who will come to our land. Some of the plans I will mention will cost a little money, but many of them can be carried out practically without expense.

First of all, look at the live stock industry. The tendency of flocks and herds is the first industry of which we have any records, and all down through the ages it has been the principal occupation of mankind. Western Canada supported great herds of buffalo in days long gone by. We know this because of Indian records and because there are deep paths that can be seen to this day on the hill sides, paths made by the herds of buffalo as they wandered their way to watering places. As the buffalo disappeared, large numbers of cattle spread over the western prairie; while there was the open range, ranches prospered and were happy; and the romance of the west, with all that it means in the way of early characteristics, owes its origin to these early adventures. They lived their lives in the open and were generous and sociable. No one was ever turned away hungry from their doors. In fact, their attitude to life was expressed in the words:

Ask why the eagle soars in air
And builds on high his craggy nest;
Ask why the fishes swim so deep
Then ask me why I love the west.

It was this whole-hearted, open-handed mode of life that made the west a place where the smile was a little brighter and the welcome to strangers a little more spontaneous. As time went on, this industry fell on evil days, and support was needed in order to assure the stability and the security of the ranches. A great deal has been done along these lines and if the policies are pursued and pursued vigorously, benefit will be reflected in every line of Canadian activity. (Continued)

Men of 30, 40, 50

PEP, VIM, VIGOR, Bismarck! Want more pep, vim, vigor? Vitality? Try Oxtone Food Tablets. Contains Vitamins, stimulates circulation, aids to normal pep after 30, 40 or 50. On a special introductory offer, try 25¢. Try this at once to normal pep and vim today. Put it at the head of your parade.

SPECIALS

CITY PRICE SPECIALS IN ALL LINES—THE HOME OF THE JOHN B. STETSON, get into this spring and start off right.

U. S. PRICES

We also specialize in U. S. Riding Boots, Shoes and Oxford

and other Cowboy equipment, larrii ropes \$145 up

JOHN WATSON WORK-GLOVES, Levi Straps, Carhart and

Cowboy King Shirts and Pants Overall, Valentine Martine

work shoes, boots and dress oxford

Don't forget, we carry a complete line of women's and children's shoes and rubbers all kinds and sizes.

Shoe sale special—1 dozen pairs to handle

Shoe Polish, any 7 time... 25¢ - White shoe milk, bottle... 15¢

Men's Dress socks, 4 pair... 15¢

Men's Buckskin Gloves... \$145

We carry a nice line of ladies' silk stockings, house dresses, as well as Crepe, Rayon, Silk and other kinds. Also ribbons and house coats, come in and look them over.

Very early Spuds, Irish Collier seed per sack... 90¢

Apples, the last call fancy wrapped... \$140

Oranges, 3 and 4 dozen... \$140

Tomatoes... 15¢ - Eggs... 15¢ - Fresh Dairy Butter... 25¢

Creamery... 30¢ - Fresh Pork Sausage... 75¢

Also have pork spare ribs, fresh hamburger, as well as fish, canned and cured meats of all kinds.

TRY OUR VITA B1 BREADS AT CITY PRICES

Also nice assortment of cakes and pastries

Vegetable special—any assorted 8 tins... \$140

Fruit Special, peas, peaches, plums, assorted, 7 tins... \$140

Nabob Coffee special 1 lb... 45¢

Ambrase Coffee special 1 lb... 25¢

Soap Flakes any, Oxydol, Hano, Jiff, Super-Suds or Lux

any 2 with water glass

Pure Jama are going up—While they last, any flavor... 25¢

LOUIS CONN PHONE 7



May 17 to 28

AS DAY RETURN LIMIT

Stoppers allowed

on route

Ask why the eagle soars in air

And builds on high his craggy nest;

Ask why the fishes swim so deep

Then ask me why I love the west.

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25¢ + 3.10

Famed old whisky

25¢ + 3.10

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25¢ + 3.10

Famed old whisky

Dr. A. G. Scott

M.B., M.B.C.

PHYSICIAN & SURGEON

Telephones

Office 27 - Residence 181

LESS SILK

Inquiry into the silk-stock situation suggests that there is at Ottawa an appreciation of the need for covering feminine legs, except possibly for sportswear, with decency and charm. The government, while looking to the day when the exchange required for the purchase of raw silk, which is not a domestic product, may be saved entirely or at least lowered has refrained from precipitate action. Possibly Mr. Riley seeks to avoid domestic strife and tears, or even civil war. Or he may have concluded wisely that nothing is more likely to maintain feminine morale than continued ability of the nation to permit women to buy and wear nice-looking stockings.

AUCTION SALE

On May 14th, 1941, I will sell by Public Auction the Estate of the late, R. Cundy, of Banister, Alberta.

Consisting of the following:—
6 good Horses, 160 well bred Hens, ranging in weight from 60 to 200 lbs., some dandy sows with litters; 13 head of cattle, 9 very good milk cows in this lot, 25 chickens.

Farm Implements, nearly all new; 400 bus. of good Barley, household effects, etc.

WATCH FOR BILLS AND POSTERS or PHONE me at **BROOKS 193** (A. J. Seivigny)

When you sell real, you sell years of hard earnings or everything you own in the world. Take no chances, list your sale with me and be assured of an Auctioneer that has years of experience and ability. Write Brooks or Phone 193 —FREE VALUATION—

A. J. Seivigny
Brooks, Alta.

Member Auctioneer Association of Alta

SUNSHINE

TRANSPORTATION
Heavy Trucks assure adequate protection for all perishable goods.

—Fast & Efficient Service—

Why not Patronize the only Scheduled Trucking Service Serving the requirements of the Town and District.

—SASSANO—
Monday - Wednesday - Friday
LEAVES CALGARY—

—T—Friday-Saturday
Local Agents—
SASSANO GARAGE AND SERVICE STATION

Church Announcements**St. Columbus Church**

SASSANO, ALBERTA

REV. JAMES MORROW—PASTOR

Church of England

SASSANO, ALBERTA

SUNDAY, MAY 19th, 1941
11:00 Communion and Sermon
at 11 a.m.
—Rev. Selwyn Evans—

Knox Presbyterian Church

Subject—"The Child in the Midst."

Mother's Day has just passed, the Music and Dramatic Festival is on Friday, so at this time our attention is more closely focused upon Home, Education, and Children especially. So upon this and the following Sunday our subjects will deal with "The Child" and "Characteristics of Children". The first address will be entitled "Of such is the Kingdom." It is hoped that everyone who can, and especially Parents and Teachers, will plan to hear both of these important addresses.

Sweet the Lesson Jesus taught,
When to Him fond parents brought,
And His kindly blessing sought—
On little ones—like yours.
—Charles F. Laine, Pastor—

Doings at Ottawa

by Dr. F. W. Greshaw, M.P.

A rare and rather historic event took place yesterday. The Session in the House of Commons was suspended for twenty minutes to allow the Prime Minister of Australia to address the members and visitors in the Gallery.

Mr. King conveyed the warmest of welcomes to Mr. Menzies and expressed the great regard he had for him personally and his admiration for the Australian War Effort. The visiting Prime Minister spoke calmly but very effectively. He described his trip to the various parts of the Empire, and to the various countries in which War was raging. He spoke of the Spartan spirit of Greece and of their heroic stand. Particularly did he speak of Britain being bombed, tens of thousands killed or injured, and wide spread destruction in many places. He saw the feeble-worn common people carrying on, determined, resolute,

unflinching, even smiling, in the face of tragedy.

For their performance he expressed his overpowering admiration.

"So long as the Dominions stand, Great Britain will not fall," he declared, amid great applause. He asked himself what impression, through all his tour, was most lasting. His answer was the complete undivided Unity in this War.

"Nothing else matters except that when the War is over we will live in a free world."

The Budget is being fairly well accepted by a large majority. There is no increase in the Sales Tax although there was a lot of buying in anticipation of an increase. The tax on incomes, gasoline, automobiles, railway motor bus and steamship tickets, moving picture admissions, sugar, horse racing, wines, beer, sparkling wines, soft drinks, Lye, 20c a tin. The people of Newfoundland who have come to live

material, games and puzzles have been increased or newly applied.

Duty on many articles coming from Great Britain, has been drastically reduced.

One of the members of Parliament made an exhaustive study of conditions in Newfoundland. He gave a very interesting report of what he had found although he was acting entirely on his own. He spent some time going around the island. The people are nearly all of French or British descent. There are three great rivers, a great supply of iron ore and an abundant supply of Pulpwood. They have no land taxes or municipal taxes. The streets are not well kept. There are no street lights, no libraries and the schools are run by the churches. They are afraid of taxation.

The island is managed by a Commission of Seven, the Governor and three others are appointed by Great Britain and the others are natives of the island appointed by the three British Commissioners.

The price of goods in the average store is much higher than prices of the same goods in Canada. Corn Flakes cost 17c a box and Gillette's Lye, 20c a tin. The people of Newfoundland who have come to live

MILK AND CREAM

Fresh milk and cream delivered by motor early every morning.

Bill's Dairy

Our Customers Remain Satisfied.

XXXXXXXXXXXXXXXXXXXXX
in Canada are for Confederation. There would seem to be some advantages to both sides. If Canada were to take Newfoundland into the Dominion as a 16th province.

F. W. GRESHAW

Dr. W. F. Keith

Dentist

Phone 63 Bassano

W. S. Playfair

Agency for

COAL AND WOOD

Feed and Draying

Phone 26, Opposite Depot

Wheat Deliveries

Producers should carefully study the Government's 1941 Wheat Policy to determine which alternative will bring them the best returns.

It will be necessary for producers who wish to deliver their 1940 crop and collect farm storage to do so before August 1st, 1941, when the 1941 crop delivery quota becomes effective.

THE ALBERTA PACIFIC GRAIN COMPANY, LIMITED (INC.)

CANADA CALLS

Canada has reason to count her blessings in these days of trial.

Canada is three thousand miles away from the sound of guns which are devastating Europe.

The broad Atlantic Ocean rolls between us and the ruthless savagery of the German Armies.

The strongest fleets in the world—British, American and Canadian—patrol the sea between us and the enemy.

We have a great friendly nation, probably the richest and most powerful in the world, at our side.

CANADA CAN AFFORD HER SACRIFICES

This war is a mechanized war.

We have the nickel... copper... lead... zinc and other metals the war industries need. We have access to the iron. We can make the steel.

We have the organized industries to fabricate these metals and make the trucks, and tanks, and guns, and planes, and the ships.

We have skilled workers and the plants for mass production. Canada has the wheat and the food supplies.

Let us count our blessings, and tighten our belts.

Canada is rich—one of the richest countries per head of population in the world. Let us lend our strength to the utmost of our power. Our national future depends upon Victory.

We must win to live.

THERE WILL BE FURTHER CALLS

There have been many calls upon the people of this country for money since Canada entered the war at the side of Great Britain.

There will be further calls.

Let us face the future unafraid.

Canada can carry the load.

But every Canadian must shoulder his and her share.

This is the most critical hour in our history. Let the future historians say of Canada, as they will say of our Mother Country: "This was their finest hour."

Get under your load...and LIFT

DEPARTMENT OF FINANCE, CANADA

RAIN CAPES
A-LIGHT RUBBER CAPE IN WHITE, BLUE, RED, WINE AND GREY, FOR WOMEN, MEN'S AND CHILDREN.
PRICE \$1.35, \$1.10 and \$1.00

R.V.D. SHIRTS
Just arrived, new patterns in this famous shirt with the Tuxedo Collar.
PRICE \$2.00

KAYSER SILK HOSE
Be Wiser, Wear Kayser, in new shades.
SPECIAL 75c

SLACKS
Freshrun in Navy & Cadet Blue, also Red, Misses and Women's Size.
PRICE \$1.35 to \$1.85

SPECIAL
Newport Fluffs—Popped
Wheat Breakfast food,
per pkg. with Tumbler: 25c
with Cereal Bowl: 45c

FRUIT SPECIAL—
1 can Red Pitted Cherries
1 can Peaches
1 can Plums
1 can Strawberries
ALL FOR 50c

HOUSE DRESSES
Well made, fast colors of quality prints, new styles.
PRICE \$1.85

ANKLE SOCKS
Rayon Terry and Buskitt Mame, in Bright Colors.
PRICE 25c & 35c

James Johnston
"THE QUALITY STORE"

Those who know wine
best—the French—choose
Bright's

CONCORD OR CATAWBA
SOLD IN
GALLON JARS
AND IN BOTTLES

THE French in Canada are experts in detecting the fragrant bouquet and mellow flavor of fine wine—and they have chosen Bright's as the first of its kind. Bright's huge wine cellars, in excess of 4,000,000 gallons capacity, make possible the proper ageing that yields a fuller, richer flavor, a riper bouquet. Bright's will suit your taste, too!

This advertisement is not inserted by the Alberta Liquor Control Board, or by the Government of the Province of Alberta.

This Weeks Special
Its 4-WAY action gives quick relief for acid indigestion

BISMA-REX
Antacid Powder

4 oz. bottle 75¢ 16 oz. bottle \$1.25

*Relieves heartburn *Soothes stomach irritation
*Helps remove gas *Neutralizes excess acid

STILES "The Druggist"
The REXALL STORE

Local Items

A number of Bassano young folk attended the dance in Glen on Friday. All report having had a good time.

Mrs. M. Hassarab and Wines spent one day of last week visiting in Bassano.

Mrs. William Gray was a visitor at the home of Mr. and Mrs. F. Hayes over the week-end.

Tom Pragnell of the R.C.M. sends a Cheerie Hello to all his friends of Bassano and surrounding district and wishes them to know he is fine and seeing lots.

Mr. and Mrs. A. Meucci and son Albert, who have been in the Beauty Parlor and Barber business for the past number of years, left for Vancouver Monday morning where they will make their future home.

Mrs. James Johnston retired to Lethbridge with Mrs. M. Johnston Friday, where Mrs. Johnston visited with her daughter Betty.

Miss Winifred Playfair was a week-end visitor to Calgary.

Mrs. A. G. Scott returned Saturday from a short visit with Mrs. Wright in Calgary.

Mr. and Mrs. E. J. Hanaford and daughter of Howie were visitors at the home of Miss A. McCarrie on Sunday and Monday of last week.

Mr. and Mrs. R. Brent and infant daughter of High River, spent Sunday with Mrs. Brent's parents, Mr. and Mrs. H. Beeber.

Miss Nora Brown and Mrs. A. Cathro motored to Calgary on Saturday.

Mr. and Mrs. Brookelbank, accompanied by Miss Little, Miss Leach, motored to Calgary Saturday last.

CARD OF THANKS

In leaving Bassano for British Columbia, we would like to thank the people of Bassano and district for the kindness shown us during the years we have lived and been in business there, also for the gifts we received upon our departure. We trust that in the future you will give Miss Miller, our successor the same loyal support.

Mr. and Mrs. A. Meucci, and son, Albert.

Mahomet and the Mountain

WHEN the prophet Mahomet commanded Mount Safa to come to him, the Mountain, of course, refused to move—and Mahomet had to go to the Mountain.

The EATON country customer is luckier. No need for her to envy her city cousin the opportunity of "shopping in big stores." The country customer has only to command, and let the shopping facilities of a big city store be brought to her—in the shape of the EATON Catalogue.

Here is a variety of merchandise such as only the metropolitan retailer could offer. Here are styles in garments chosen from the fashion centers of the continent. Here are values such as few big retailers could equal. Here, also, is safety—full assurance of satisfaction, with every transaction backed by the famous EATON guarantee.

Yes—the Mountain goes to Mahomet this time!

T. EATON CO.
WINNIPEG, CANADA

Miss Joyce Miller of Calgary will spend the next few weeks in Bassano. She will relieve Miss Connie MacBeth of the Bank Staff, who is going to hospital for an appendicitis operation. We wish Connie a speedy recovery.

FOR SALE—A McClary's Cook Stove in good condition. Cheap for cash. Apply P.O. Box 102, Bassano.

FOR SALE—Shedload Fany, Reasonable. Apply Bill Siles, Bassano.

FOR A LOW COST SUMMER HOLIDAY—

30-day ROUND-TRIP RAIL FARES to the PACIFIC COAST
Friday-Saturday-Sunday
EACH WEEK, MAY 10 TO SEPT. 21—Liberal Stopover Privileges

SAMPLE RETURN FARES
BASSANO to VANCOUVER

Coach	*Tourist	*Standard
\$24.00	\$26.00	\$28.00

Gov. Tax Extra 10¢ *Plus Berth Charge
Proportionately low fares to and from other stations.

Other Holiday Suggestions
See Alaska and the Yukon—9-day "Princess" Cruise along West Coast
Cruise to Vancouver Island, Or. & going East, take the popular Lake and Rail route.
Apply local ticket agent

Canadian Pacific
WORLD'S GREATEST TRAVEL SYSTEM

You Roll Them Better With
OGDEN'S FINE CUT CIGARETTE TOBACCO

Dr. E. E. Barlow
VETERINARIAN
BASSANO ALTA.

FOR
THE BEST IN
• QUALITY
• SERVICE
• COMFORT
• TRY

The
Imperial Coffee Shop
E. J. DOWNS,
Proprietor.

McKee's Stores

ON DISPLAY - NEW SPRING & SUMMER MERCHANDISE

PRINTILLA HOUSE DRESSES Just arrived another consignment of the famed Printilla House frocks, fashioned from fine quality Broadcloth, tailored to the very newest style in exquisite Floral Patterns. All dresses guaranteed Tub-Fast. Sizes 14 to 44. PRICED \$1.95 each	LADIES & CHILDREN'S ANKLE SOX All the newest in Lisle Thread and Rayon, Stripes and plain colors, will wear and wash well. Ladies Sizes 5½ to 8½, 15c and 20c pair Children Sizes 8½ to 10½, 15c and 20c per pair
SPECIAL—LADIES RAYON HOSE This special line is an excellent summer wear Rayon Hose of smart appearance and will give excellent service. Sizes 9, 9½ and 10. SPECIAL PRICE 30c pair	MENS DRESS SHIRTS The famed New Traveller Shirts by Lewis have arrived. Built from fine quality English Broadcloth, these shirts are perfectly tailored. Perfect fitting, with attached Sanforized collar, new Stripes, Checks and plain colors. PRICED \$1.85 and \$2.00 each
MENS DRESSY HATS Smart new Felt in the latest popular shapes and the fashionable colors, Sea Green, Strata, Poplar and Cascade. Excellent quality Hats at popular prices. PRICED \$1.95 and \$2.50 each	MENS DRESS SOCKS A new range just arrived, fine Lisle Thread. Rayons and fine cottons come in new Diamond patterns and fancy checks. PRICED 20c and 35c per pair

Grocery Department

BIRD'S CUSTARD POWDER.....	2 pkts.	25¢
SONNY BOY CEREAL.....	6 lb. sack	45¢
DOC BISCUITS:—Gold Medal.....	8 lb. bags	39¢
PINEAPPLE:—Black Label, Sliced cubes or crushed.....	per tin	20¢
O'CEDAR POLISH:.....	per bottle	25¢
Jelly Powders:—Assorted flavours: Shirriff's Tuxedo or Ashland.....	lb.	5¢
RED ROSE TEA:.....	1½ lb.	65¢
KELLOG'S WHOLE WHEAT BISCUITS:.....	5 pkts.	33¢
WHITE WONDER SOAP CHIPS:—Big Giant Carton.....	5 pkts.	25¢
LIBBY'S COOKED SPAGHETTI:—Tomato Sauce & Cheese.....	3 tins	40¢

PRACTICAL GIFTS FOR YOUR OVERSEAS RELATIVES AND FRIENDS. PACKAGES FROM \$2.50 to \$5.00.

ALYMER CANNED FRUITS, VEGETABLES AND JAMS.
DELIVERED, FREIGHT, DUTY AND ALL CHARGES PAID TO ANY POSTAL ADDRESS IN GREAT BRITAIN OR NORTHERN IRELAND. IF LOST AT SEA THE PACKAGE WILL BE REPLACED.

FRUITS AND VEGETABLES
Head Lettuce, New Cabbage, New Spuds, New Carrots.
ORANGES—At their best. Sweet and juicy, from 25c per dozen and up.
CALGARY BREAD, CAKES AND BUNS
FRESH REGULARLY.
"Hot House Tomatoes, Crisp Celery, Fresh

Calgary Bread, Cakes and Buns

Fresh Every Morning

FOUR X BREAD:—

PLAIN BREAD, SLICED BREAD, FRUIT BREAD, BROWN, GRAHAM AND STEAM. A LARGE SELECTION OF FANCY CAKES, ROLLS AND BUNS ALL (F) LOPHANE WRAPPED AT 10c AND 15c. PACKAGES FRESH EACH MORNING.

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ASSOCIATED BAKERS SERVICE

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